

National Highway Traffic Safety Administration
Heatstroke Prevention Campaign
2019 Media Buy Summary

Executive Summary

The Heatstroke paid media campaign runs from the end of May through the beginning of August 2019 on a 3 week on/1 week off flighted schedule. The flight dates are:

- Monday May 27th – Sunday June 16th
- Monday June 24th – Sunday July 14th
- Monday July 22nd – Sunday August 11th

The primary audience is parents of young children including general market and Hispanic market, especially those with children under 3 years of age.

The Heatstroke plan will be radio centric to take advantage of so much listening occurring in-vehicle where the message can carry the most impact. The radio plan will be national, while digital and social efforts will run on a geo-targeted basis to the fifteen states that have been identified as suffering a larger number of child heatstroke fatalities (many warmer, Southern tier states.)

The target states are –

Alabama	Arizona	California
Florida	Georgia	Kentucky
Louisiana	Mississippi	Missouri
N. Carolina	Oklahoma	S. Carolina
Tennessee	Texas	Virginia

The total working media budget for this campaign is \$1,327,212.59.

RADIO

The radio portion of the 2019 Heatstroke paid media campaign will run nationally with a number of general market and Spanish language networks. The radio budget represents 65% of the total paid media budget.

By running nationally, NHTSA takes advantage of the efficiency of a national plan over a local or regional plan. Also, the advertising weight will be spread across the country, including the 15-states that have suffered a larger number of child Heatstroke fatalities.

The general market radio partners are Westwood One and Compass Media. The Spanish language networks are Entravision and Univision.

Westwood One

The plan on Westwood One networks will generate 139 GRPs over the active weeks of the flight. This equates to 11.8 million impressions.

Westwood One will amplify the Heatstroke message through additional in-program mentions and features from syndicated talent participating in the campaign, as well as social posts.

These in-program mentions will run on –

- Country Countdown USA with Lon Helton
 - In-program mentions 1x weekly :10 = 9x
- Lia
 - In-program mentions :10 = 9x
 - Social
 - 1x Facebook post each active week = 9x
 - 1x Tweet each active week = 9x
 - 1x Administrator Vignette Q&A
- Ty Bentli Morning Show
 - In-Program mentions
 - 1x weekly “Music City Breakdown” feature partnership inclusive of “BTYB” NHTSA & :10 tag
 - Social
 - 1x Facebook post per active month = 3x total
 - 1x Tweet per active week = 9x total
 - 1x Administrator Vignette Q&A
- Nash Nights Live
 - In-Program mentions
 - 1x weekly “Country Minute” feature partnership inclusive of “BTYB” NHTSA & :10 tag
 - Social
 - 1x Facebook post per active month = 3x total
 - 1x Tweet per active month = 3x total
 - 1x Administrator Vignette Q&A
- American Country Countdown with Kix Brooks
 - In-Program mentions
 - 1x weekly “Country Daily News” feature partnership inclusive of “BTYB” NHTSA & :10 tag
 - Social
 - 1x Facebook post per active month = 3x total
 - 1x Tweet per active month = 3x total

- Bob Kingley's CT 40
 - In-Program mentions
 - 1x weekly for 7 weeks "brought to you in part by NHTSA" show close mention & :05 driver to www.ct40.com to click on the NHTSA ad for more information
 - Digital display banner on www.ct40.com during all active weeks
 - Social
 - 1x post each active week (Facebook or Twitter) = 7x total
- Donnie McClurkin
 - In-Program mentions
 - 1x weekly :10 = 9x total
 - Social
 - 1x Facebook post each active week = 9x total
 - 1x Tweet each active week = 9x total
- Zach Sang Show
 - In-Program mentions
 - 1x weekly :10 attached to an available show benchmark = 9x total
 - Social
 - 1x post each active week (Facebook or Twitter) = 9x total
 - 1x Administrator Vignette Q&A
- Rick & Bubba
 - In-Program Mentions
 - 1x weekly :10 = 9x total
- Free Beer & Hotwings
 - In-Program mentions
 - 1x weekly :10 = 9x total
- Bob & Sheri
 - In Program mentions
 - 2x weekly :10s for 7 weeks = 14x total
- The Bob & Tom Show
 - In-Program mentions
 - 1x weekly :10 for 7 weeks = 7x total
 - Social
 - 1x Facebook post total
 - 1x Tweet total
- The Bert Show
 - Social
 - 1x Facebook post total
 - 1x Tweet total
- The Kidd Kraddick Show
 - Social
 - 1x Facebook post total
 - 1x Tweet total

Westwood One will further amplify the Heatstroke message with additional :10 live mentions with hosts of various music programming formats on the 24/7 Music Network. NHTSA will receive a total of (32) :10 live messages over the 912 24/7 network affiliates.

Westwood One will run 16x total :05 talent reads on the AM and mid-day dayparts of CBS Sports minutes.

The total added-value of everything presented is \$597,650, or just over 100% of the paid media value.

Compass Network

A relatively small buy will be made on this network due to its efficiency in delivering the Heatstroke message. The resulting cost-per-thousand (CPM) is under \$2.50.

This plan will deliver 42 GRPs over the flight and will act as a reach extender to the Westwood One plan.

Networks running in the 6am – 6pm time period will be adjusted to run from 8am – 5pm so the Heatstroke message is heard during the warmer part of the day.

The plan also includes :10 live reads (63 in total) across the flight.

Entravision & Univision

These two Spanish language networks will deliver a total of 154 GRPs over the flight.

Univision will include 10x no-charge spots with 7x being voiced by the talent and the talent has waived their talent fees for the live reads.

Programming will include Liga Mexicana futbol (soccer) and the very popular radio talent Erazno. Erazno values the importance of the NHTSA messages and will again, voice a number of spots and run them at no charge.

DIGITAL

The digital portion of the Heatstroke paid media campaign will represent about 24% of the total paid media budget.

Digital properties that will be included with this campaign are –

- Streaming Audio
- Programmatic/Amazon Display
- Publisher Direct

Streaming Audio

For the audio/video streaming portion of the digital plan we will be using The Trade Desk to plug into the top streaming platforms including Spotify, Pandora, iHeart, TuneIn, Radio.com, etc.

By buying audio via The Trade Desk, we are able to efficiently use the budget to maximize reach and frequency to reach listeners no matter what streaming audio provider they are using. The ability to layer on data ensures we are able to reach the target audience (parents of young children) in the selected target markets: Alabama, Arizona, California, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia. With Tombras' internal Trade Desk buyers managing the buy, we are able to have full transparency into the buy and make optimizations on the fly to increase efficiencies.

Audio will be mobile heavy to increase reach to those consuming audio in a vehicle where the Heatstroke message can carry the most impact. Web/Desktop/Tablet impressions will be used to compliment terrestrial radio spots to increase frequency as streaming audio consumption spikes when terrestrial radio usage declines during the day time. Web/Desktop/Tablet will be day parted to reach those during the hours of 8AM -5PM.

Audio will deliver almost 8MM impressions with 1.9MM reaching those who are Spanish speaking parents (25% of impressions).

Programmatic Display

Programmatic Display will be leveraged to increase reach and frequency at scale. Display and native creative will be served to the target demo through The Trade Desk and display ads will also be served through Amazon to reach those who are purchasing items related to child care.

The targeting for programmatic display will be parents of infants, toddlers or young children, or households with kids under 5 years old in the select states with the highest heatstroke deaths. Creative will include standard Interactive Advertising Bureau (IAB) banners (300x250, 728x90, 320x50, 300x600), as well as native which will have copy discussing the risk of leaving children in cars unattended and will look like editorial on the site, not advertising.

Weather triggering will also be leveraged to target those with children in the household when temperatures reach 86 degrees and above.

Amazon's proprietary search and purchase history will be leveraged to reach those people who buy or are searching for products for their baby, infant, toddler or young children. These items can include but are not limited to diapers, formula, clothing, and food. Amazon ads reach these audiences through not only Amazon owned sites, but also leading publisher sites purchased programmatically.

Overall display tactics will deliver over 15.6MM impressions with 3.11MM of those impressions targeting those with children under 5 in households who speak Spanish.

Publisher Direct

Meredith - Parents.com

Meredith reaches 14.8 million parents with kids 2 or younger in the household. Parents.com helps busy moms navigate the uncharted waters of parenthood and offers trusted advice in a familiar and understanding voice.

Package includes:

- Homepage Sponsorship + First Impression Package
- Run of Network Display
- Run of Site Peel Back Unit

Homepage sponsorship will include 3 weeks of exclusive home page takeovers with NHTSA's Heatstroke messaging alongside a first-impression package with additional high impact, high share-of-voice (SOV) display banners on a non-sponsored page view in a user's session. Homepage takeovers will deliver an estimated 1.19MM impressions.

Run of Network display package includes targeted display ads in the target geo to other sites in the Meredith network including but not limited to Real Simple, Living, Shape, InStyle, and Allrecipes. The target audience is adults with children aged 2 or under, in states with high child heatstroke fatalities. This data is Meredith's own readership data to ensure that it is reaching those who fall into the demographic and eliminating waste. Run of Meredith Network will deliver over 791K impressions to parents with children under 2.

Run of Site Peel-Back Unit is a high impact unit that serves in the top right corner of the Parents site inviting users to peel back the page and expose what's underneath. On initial load, a small image will appear in the upper right corner with a waving animation to invite user to engage. Once the user hovers or clicks the peel backed corner, it peels back to reveal a larger image. It is eye catching and inviting users to engage will deliver NHTSA's heatstroke message to those who may gloss over a standard display banner ensuring they receive and understand the risk of leaving children unattended in a vehicle. Over 774K Peel-Back units will be delivered on the Parents.com site.

PAID SOCIAL

Strategy: Leverage paid social media to raise awareness about heatstroke fatalities and remind parents and care-givers to never leave a child alone in a car.

The objective of the Heatstroke paid social campaign is to drive maximum exposure of this initiative during the given timeframe. We will promote content on Facebook, Instagram, and Twitter, driving reach & awareness on the platforms. We will leverage user engagement (post reactions, video views, comments & shares) as indications of strong performance as well.

The campaign will focus on parents with young children in high fatality states. Spanish and English speakers will be targeted separately.

The target states are –

Alabama	Arizona	California
Florida	Georgia	Kentucky
Louisiana	Mississippi	Missouri
N. Carolina	Oklahoma	S. Carolina
Tennessee	Texas	Virginia

The paid social budget will be allocated between three social media platforms, with 10% allocated for Twitter and 90% of the budget allocated to optimize between Facebook and Instagram placements based on user reach and engagement. We will continue to focus a majority of the budget on English speakers with 85% allocation and use the remaining 15% to promote to Spanish speakers. Within the audiences, budget will auto-optimize across the different creative units based on performance to allow for optimal distribution of budget.

The paid social promotion will run from May 27 – August 11, continuously allowing the campaign to extend reach across our target audience and pacing according to optimal budget distribution. We will employ unique buying strategies to keep the cost per impression lower while increasing frequency once we've stretched the reach.

KPIs: The primary KPI will be impressions and cost per impressions of the creative, while the secondary KPI will be engagements and cost per engagement.